

Framework for Discussion

Market Forces - Economic forces that influence the decision-making surrounding building and development, including the taxation and lending systems that favor certain choices, or presume certain conditions, and that may create barriers (or incentives) for building sustainable or green buildings.

Public Policy - Government preferences, positions, regulations, which are designed to guide and shape the production of buildings, and which may create barriers and/or incentives to the production of green or sustainable buildings.

Industry and Practice - The habits, assumptions, traditions of the building design, development, finance and construction industries that create barriers or make possible the production of green or sustainable buildings.

| TOPIC | DESCRIPTION |
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| Topic 1 Education, Awareness and Training (skills and expertise) | a. Market forces: creating a demand for trained practitioners b. Public policy: Needs to allow for different process and learning curve of project managers and designers c. Industry and practice: design firms need to have appropriate management practices in place to implement green approaches to design and planning |
| TOPIC | DESCRIPTION |
| Topic 2 Building a Green Team: Development, Design and Construction | a. Market forces: how roles, contractual relationships, responsibilities, compensation and liability shape the process and outcome of a project b. Public policy: explore how the process of permitting and reviews can better facilitate integrated team input and collaboration c. Industry and practice: developing collaborative working relationships that rely on interdependence of different disciplines to analyze and design solutions |
| TOPIC | DESCRIPTION |
| Topic 3 Capital and Operating Finance | a. Market forces: define what market forces influence valuation, Life Cycle Costing and return on investment b. Public policy: how can policy support effective financing, innovation and long term value c. Industry and practice: identify specific products or incentives as well as structures or mechanisms which better understand the relationship between capital and operating funds |

| TOPIC | DESCRIPTION |
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| Topic 4 Financial and other incentives | a. Market forces: discuss how to create partnerships between development and the City to influence market demands (consider models such as Seattle) b. Public policy: how to institute effective non financial incentives that are flexible enough to allow for ‘feedback’ as market changes c. Industry and practice: identify which industries can contribute to incentives, how they relate to each other, and in what way they can be most effective |
| TOPIC | DESCRIPTION |
| Topic 5 Sustainable Planning: Champion / Leadership / Vision | a. Market forces: identify the ‘externalities’ (costs related to insurance, carrying costs, public health) that affect the market and explore how more sustainable planning approaches can be a lever in changing the market in the future b. Public policy: look at ways to provide incentives for green development c. Industry and Practice: taking a sustainable approach in a system that is challenging |
| TOPIC | DESCRIPTION |
| Topic 6 Economic Development: new industry and job creation | a. Market forces: create demand or new, local, green building products and new “cottage” industries based in Boston. Strategize building the deconstruction/salvage market and attract green building product manufacturers to Boston as a way to grow jobs and economy. b. Public policy: identify existing or new policies that will facilitate developing new markets c. Industry and Practice: educate and train existing workforce |
| TOPIC | DESCRIPTION |
| Topic 7 Standards, Measurements and Verification | a. Market forces: identify market issues for these protocols b. Public policy: public policies need to target health, consider systems of measurement and verification as well as City and national standards c. Industry and Practice: Discuss how the use of standards and measurement protocol could provide valuable feedback and raise the comfort level of new initiatives and approaches |